



CALPEEK

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NEW TREND IN POLITICAL JOURNALISM: ANALYSIS OF BOTH POSITIVE AND NEGATIVE TV SPOTS.

Editor's note: There's no doubt that TV is one of the MOST POWERFUL mediums in swaying voters. And all too often media consultants tend to take many liberties when producing TV spots for their clients. This is especially true when it comes to producing what has come to be known as a TV Hit - or negative ad. But attack advertising may be in for some NEW SCRUTINY by the news media. Here's CALPEEK's update and commentary...

...Los Angeles Times political reporter Keith Love is probably on Demo AG John Van de Kamp's own personal HIT LIST, but Love ought to get some sort of award for a short column he recently wrote on VdK's new TV ad attacking former S.F. Mayor Dianne Feinstein, VdK's Demo rival for governor...

...What Love did in 8-9 inches was to analyze the VdK ad, charge by charge. For example, here is the first charge & analysis:

"Ad: She (Feinstein) was cited for dumping a billion gallons of sewage in the bay."

"Analysis: The city was cited when it had an antiquated sewage treatment system that was in place when Feinstein became mayor in November, 1978. What the ad does not say is that Feinstein built a state-of-the-art sewage system that now gives primary and secondary treatment to all effluent dumped into San Francisco Bay."...

...In all, Love analyzed 6 different charges leveled in the VdK attack ad. A very effective column and one that obviously caught the eye of political editors at the S.F. Chronicle, Sacto BEE and Contra Costa Times. These papers have followed with columns of their own. As for the impact of these columns, there's little doubt VdK's attack ad has LOST credibility, meaning it

may be worthless in terms of having any big impact on voters. We'll have to wait and see what the polling shows...

...Although it was the first time this sort of media analysis of a negative ad has been prepared and run in a CA daily newspaper, Love told CALPEEK he first suggested the analysis idea in 1986, when he was covering the U.S. Senate race between Alan Cranston and Ed Zschau(R). As CALPEEK readers will recall, the TV hits were flying in all directions in that campaign...

...The VdK analysis was only the first. In fact, Love followed up a few days later with an analysis of DiFi's counter-ad, noting Feinstein may catch some heat for trying to link VdK to former Pres. Richard Nixon. FYI: The VdK campaign is trying to figure out how Love got his hands on the TV attack ad before it aired. The Shadow knows. Stay tuned...

INDEPENDENT COMMITTEES: WHAT IMPACT WILL THESE GROUPS HAVE IN 1990 UNDER PROP. 73??

Editor's note: The 1990 elections will mark the first time that statewide and legislative candidates have run for office under Prop. 73, the State's newest campaign finance reform law, which was approved by voters in 1988. As a result of Prop. 73, one trend that emerged in 1989 from a series of special elections was the new role and political clout of INDEPENDENT COMMITTEES. Here is CALPEEK's report & analysis...

...Independent committees have been around for a long time, but in Calif. their role in campaigns became more prominent due to the tight money-raising restrictions for candidates under Prop. 73...

...How do such committees work? An indepen-

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dent committee is really nothing more than a political action committee(PAC). Under Prop. 73, a broad-based PAC can give up to \$5,000 to any candidate or it can act as an independent campaign committee on behalf of a candidate and give an unlimited amount of money, provided there is NO CONTACT between the candidate's effort and the independent campaign. A very touchy point...

...According to several CALPEEK sources, most broad-based PACs will probably play it SAFE and do nothing more than contribute money in the 1990 elections. But for the handful of PACs that do decide to form independent committees to assist individual candidates, there are RISKS as well as benefits. If, as in the case of new Assemblywoman Tricia Hunter(R-Bonita), an independent committee spends a small fortune (the CA Nurses Assn. spent \$100,000 for Hunter), the expenditure ITSELF can and often does become an ISSUE, with some negative impact. Nevertheless, without the \$100,000, Hunter might not have won...

...Is there any middle ground? The answer is YES. Under Prop. 73, an independent committee also can act as a VENDOR. In other words, it can contract for just one segment of a campaign, pay a consultant to perform that task, then sell the service to the candidate it is supporting, sometimes at a discounted rate...

...Example: The CA Medical Assn.'s powerful CALPAC formed an independent committee to conduct a survey for their endorsed candidate in CA's 70th A.D. - businesswoman Phyllis Badham(R), who is challenging incumbent Assemblyman Gil Ferguson(R-Newport Beach). CALPAC hired a pollster to survey the district and then sold the survey to Badham at a discounted rate. Under 73, if CALPAC waits 16-61 days after the survey is finished, they can discount the poll by 50%. Badham ended up paying only a small fraction of what the poll normally costs...

...Other types of services which could be provided by an independent committee would include direct mail; a radio or TV spot or an entire media buy; or a phone bank operation...

...How effective are independent campaigns? Just ask Brea Councilman Ron Isles, who was a PRO-CHOICE GOP candidate in the 31st S.D.

special. A letter produced and distributed by an independent committee called the Voter Information League completely wiped out his campaign. The letter's object was to keep Democrats from crossing over party lines to vote for Isles. It worked...

...In terms of groups who are likely to engage in independent campaign activity, put your money on at least six types of special interest groups: gun owners (Gun Owners of CA and the NRA), law enforcement & public safety groups (PORAC, CA Correctional Peace Officers Assn.), PRO-LIFE groups, PRO-CHOICE organizations, medical/health groups, and perhaps the CA Teachers Assn...

...Campaigns to watch: All OPEN primaries where there are no incumbents. However, among this group, keep your eyes on the 58th A.D. seat of Dennis Brown. CMA's CALPAC may pump some big bucks into the campaign of Dr. Seymour Albin(R). The 52nd A.D. seat of Frank Hill may be another spot where an independent effort gets underway. And keep your eyes on campaigns of INCUMBENTS under attack: 75th A.D.(Sunny Mojonier-R), 76th A.D.(Tricia Hunter-R), 79th A.D.(Peter Chacon-D), 70th A.D.(Gil Ferguson-R) and 37th A.D.(Cathie Wright-R)...

CAMPAIGN CONSULTANTS: CALPEEK's SCORECARD.
Editor's note: Here's a brief rundown on consultants and campaigns...

- Consultant Joe Shumate of S.F. is running the 58th A.D. campaign for GOP candidate Seymour Albin, M.D. CALPEEK incorrectly reported that Harvey Englander was doing the campaign. Assisting Shumate is consultant Michael Meyers of Claremont...

- Highly regarding consultant Paul Ambrosino has parted company with Demo Insurance Commissioner candidate Walter Zelman. Disagreement over policy...

- Windy Garfield is now in charge of Demo Ray Bourhis' campaign for Insurance Commissioner. Garfield is the 4th campaign manager for Bourhis...

- Mike Marshall, deputy field director for the CA Demo Party, has joined Staten-Hughes in S.F. One of Marshall's first tasks will be to help line up delegate support at the CDP convention in early April for AG candidate Ira Reiner...

- GOP Secretary of State candidate Gordon Levy and his campaign advisor, The Eagle Group(Steve Frank), have parted company. Levy's new mgr. is Karen Torrance...

- The other GOP Secretary of State candidate, L.A. Councilwoman Joan Flores, has picked one of her chief deputies, Bernie Evans, to run her primary. Joyce Valdez is the other pro working on the campaign...

- Consultant Harvey Englander has been tapped to run Diamond Bar Councilman Paul Horcher's GOP assembly race in the 52nd A.D. (Frank Hill's seat). Horcher is a PRO-CHOICE Republican...

- Stoorza, Ziegaus & Metzger have been named to run Prop. 123, an \$800 million K-12 schools facilities bond act, set for the June ballot...

CAMPAIGN 1990: CALPEEK LOOKS AT ORANGE CO.

Editor's note: Here's a quick overview of campaign activity in Calif.'s conservative ORANGE COUNTY...

- 38th C.D. - U.S. Rep. Bob Dornan(R-Garden Grove) appears to have free ride come November. After Vietnam vet Ron Kovic decided not to run, Orange Co. Demos turned to Barbara Jackson, a PR type with Planned Parenthood. The other Demo in the race, Art Hoffman, is supposedly a Lyndon LaRouche supporter. But 10 days ago Jackson said she was dropping out. However, her name will still be on the ballot. Sources tell CALPEEK that Planned Parenthood put pressure on Jackson to quit the race. FYI: Demos in Orange Co. are more than slightly put out with Kovic, who gave little warning that he would not run...

- 70th A.D. - For those curious about the polling data referred to in CALPEEK's story about independent committees, the survey pitting incumbent GOP Assemblyman Gil Ferguson against challenger Phyllis Badham, shows Ferguson ahead by about 25 pts. However, when a series of "push" questions are asked to the 400 respondents, the contest becomes dead even, with 40% undecided...

- 72nd A.D. - This is the Garden Grove district of GOP freshman Curt Pringle. And despite the fact he is NUMERO UNO on the Demo Hit Parade, his reelection prospects are looking pretty good. Why? Because the

Demos in Orange County are in a cat & dog fight over whom to select to battle Pringle in November. The old boys network and establishment Demos want former U.S. Atty. Tom Umberg, while others are pushing for Jerry Yudelson, who ran unsuccessfully against Dornan two years ago. Yudelson has been walking precincts for nearly a year and is by all accounts one of the hardest working candidates around. But he has angered many Demos by saying some unkind things about Demo Assembly Speaker Willie Brown. Bottomline: the winner of this primary may have a tough time unifying the Democrats. Stay tuned...

CAMPAIGN 1990: CA BALLOT MEASURE UPDATE.

Editor's note: Here is an update on ballot measure/campaign activity. The deadline for qualifying measures for November is June 28th...

- Sec. of State March Fong Eu has assigned SB 842 (New Prison Construction Bond Act of 1990) as Prop. 120. Total amount under this measure is \$450 million. In addition, Eu has assigned SB 147 (Higher Education Facilities Bond Act) as Prop. 121. This measure authorizes \$450 million in bonds...

- "Presidential Primary. Initiative Statute," is the title of a proposal to switch Calif.'s presidential primary from June to the 1st week in March every fourth year (during presidential elections). The proponent is Assemblyman Mike Roos(D-L.A.) (213)386-8042. Deadline for qualifying the measure is July 30th...

- "Trial by Jury, Instructions," is a State constitutional amendment submitted by Marion McEwen and Wayne Nygren of Hayward (415)889-1544. The measure contains a number of provisions relating to jury rights. The deadline for submitting signatures is Aug. 13...

- "Alien Land Ownership," is the title of a constitutional amendment submitted by Mark Peters of Glendora (818)963-7635. The proposal would prohibit aliens from acquiring title to or other specific interests in Calif. real property. Deadline for gathering signatures is Aug. 17...

**CAMPAIGN 1990: STATEWIDE CANDIDATES FILE
FINANCIAL STATEMENTS FOR REPORTING PERIOD.**

Editor's note: Here is a rundown on the various campaign expenditure reports filed by candidates for Statewide office. Due to space limitations we will use only LAST names. Column one is the amount RAISED in the reporting period, while column two is cash on hand(C-O-H)...

GOVERNOR	Raised	C-O-H
Wilson(R)	\$1.37 ml	\$4.26 ml
Feinstein(D)	\$451,093	\$701,160
Van de Kamp(D)	\$500,115	\$2.38 ml

LT. GOVERNOR		
McCarthy(Inc.-D)	\$247,928	\$284,265
Bergeson(R)	\$ 80,021	\$161,865
Seymour(R)	\$107,870	\$391,175

ATTORNEY GENERAL		
Lungren(R)	\$106,860	\$122,923
Reiner(D)	\$ 70,350	\$426,000
Smith(D)	\$440,001*	\$274,137

TREASURER		
Hayes(Inc.-R)	\$120,295	\$322,086
Buchanan(R)	\$ 62,968	\$113,447
Brown(D)	\$200,318	\$690,484
Sanders(D)	\$ 3,997	\$ 795

SECRETARY OF STATE		
Eu(Inc.-D)	\$112,844	\$206,361
Flores(R)	\$ 49,510	\$ 27,630
Levy(R)	\$ 20,000	\$ 1,000

CONTROLLER		
Davis(Inc.-D)	\$ 69,898	\$1.97 ml
Fong(R)	\$121,299	\$ 59,124

INSURANCE COMMISSIONER		
Bannister(R)	\$ 14,730	\$ 4,426
Skornia(R)	\$ 11,209	\$ 12,058
Blanco(D)	\$ 14,623	\$ 240
Bourhis(D)	\$ 11,600	\$ 1,508
Collis(D)	\$ 28,300	\$301,000
Garamendi(D)	\$589,247**	\$821,161
Press(D)	\$210,267	\$191,291
Zelman(D)	\$ 47,007	\$ 24,164

* Smith's loans in this period were about \$401,000. ** Garamendi's loan totalled \$500,000...

SPEAKER WILLIE BROWN WINS OSCAR AWARD POOL.

Yes, the Speaker picked 8 out of 10 Academy Award categories to win an informal pool among Assembly members. Did Willie Brown

have inside info? Maybe. He is a new member of SAG - the Screen Actors Guild. The Speaker joined the union just prior to his bit part in the new movie Godfather III...

NEW JOBS, NEW ACCOUNTS, NEW ORGANIZATIONS.

Editor's note: Here's a brief summary of personnel notes, etc.

- Lee Ann Buchanan promoted to Sr. VP/Managing Partner of the Calif. Division for Nelson Ralson Robb Communications. Annette McCluskey promoted to VP of PR for the Calif. office...

- Donald S. Pressley nominated by Gov. Deukmejian as General Counsel for the State ALRB. Pressley has been assistant GC since 1987. The nomination requires State Senate confirmation...

- Gary Mullen, who is exec. director of the CA District Attys. Assn.(CDA), gets a Sacto muni judgeship. Mullen used to work for State Sen. Ed Davis(R-Valencia) before taking the CDA job...

- Feinstein for Governor moves its L.A. HQ to 3540 Wilshire Blvd., Ste. 414, L.A. 90010 - (213)382-1990. The move is supposed to take place on or about Apr. 1...

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